

WHY FOOD SCIENCE MATTERS



FOOD SCIENCE AND TECHNOLOGY

ANNUAL RECAP ~ JAN 2020– NOV 2021

MISSION: Welcome to the Food Science And Technology Newsletter. Food Science and Technology is one of the largest department of Jinnah University for Women. It was established in 2014 by Prof.Dr.Rashida Ali.

The vision of the department is:

- ◆ To establish the understanding of safe and healthy food among all.
- ◆ To conduct basic and applied research in food science and technology for the ultimate benefit of the food industry and consumers.



INSIDE STORIES:

World Food Day at JUW 2020.....	2
IBRAS 2021	2
MoU signing ceremony b/w JUW & HARC.....	3
Awareness seminar on Consumer Rights Protection	3
Seminar jointly organized by MPOB & JUW 2021..	4
Participation of JUW students in WFD 2021 organized by NAFS.....	4
Participation of JUW students at UoK.....	5
National Entrepreneurship challenge 2021.....	6



WORLD FOOD DAY 2020 AT JUW:

Year 2020, the World Food Day (WFD) marks the 75th Anniversary of the founding of FAO, with a view to looking towards the future we need to build together and the theme “**Grow, nourish, sustain. Together. Our actions are our future**”

Dept. of Food Science & Technology, Jinnah University for Women celebrated World Food Day with great zeal and enthusiasm

on 8th November 2020 at (Mohd. Uzair Auditorium) , JUW.

It is celebrated with the objective to make a realization that everybody has a role to play from farm to table to ensure the food we consume is safe and will not cause damages to our health. It also provides a platform to the students and faculty members to discuss their idea for new food product through discussion panel.

Everything in food is science. The only subjective part is when you eat it. - Alton Brown

"INTERNATIONAL CONFERENCE ON BIOLOGICAL RESEARCH AND APPLIED SCIENCE 2021"



The key objective of IBRAS is to provide opportunity for the global participants to share their ideas and experience with their peers expected to join from different parts of the world.

IBRAS 2021:

January 20-21, 2021

IBRAS 2021 was held virtually at Jinnah University for Women considering the current COVID-19 situation and keeping in view the health and safety of all attendees.





MoU signing ceremony between Pro-Chancellor Mr. Wajeehuddin Ahmed, JUW and General Secretary, Prof. Dr. Fasiullah Khan, HARC

AWARENESS SEMINAR ON CONSUMER RIGHTS PROTECTION



Token of appreciation being presented to Prof. Dr. Rashida Ali by the Guests on the account of seminar on Consumer Rights Protection

MOU SIGNING CEREMONY BETWEEN HARC & JUW:

MoU has been signed between Halal Awareness & Research Council (HARC) and Jinnah University for Women, DFST in 2021 with the aim of establishing Academic Linkage through exchange and cooperation in education & research between the two institutions through mutual assistance.

JUW is pleased to present that both the institutions will invite one another in their national & International Conferences and Mega Events like Job Fairs.



FUN FACT ABOUT FOOD:

BROCCOLI CONTAINS MORE PROTEIN THAN STEAK!!

Besides the usual nutrition one gets from eating their greens, broccoli has a great deal of protein. Calorie for calorie, there is more protein in broccoli than steak. And it doesn't come with all those saturated and trans fats or cholesterol, so you can get all the protein you need with a significantly lower risk of cardiovascular disease with this healthy food.

Seminar Jointy organized by MPOB and JUW

Seminar was jointly organized by **MPOB & DFST** -JUW on 17th March, 2021 at Mohd. Uzair Auditorium, Jinah University for Women with 350 participants

It highlighted the importance & sustainability of edible oils including Palm oil.



Guest

PARTICIPATION OF JUW STUDENTS IN WFD 2021 ORGANIZED BY NAFS

The National Alliance for Safe Food is a leading organization and Pakistan's largest Food Professionals network striving for safe food production and consumption for betterment of human society by training and educating consumers and manufactures.

Students from Our department participated in this event held at Avari Towers and represented their project ideas and innovation. NAFS honored them with certificates of participation.

World Food Day
Organized by
National Alliance for Safe Food

SESALMO MILK CANDY
Sidra Tul Baidra¹, Shumaila Nazam², Musafa Badar³, Arum Luqman⁴
¹Food Science and Technology, Jinah University for Women Karachi¹
²Food Science and Technology, University of Karachi²
Email: sidraamwar457@gmail.com

The aim of this product was to develop the Nutraceutical product was namely "Sesalmo Milk Candy" to cure knee osteoarthritis (OA), reduced hunger, and aid to weight loss. Our main domain ingredient was sesame seeds to cure knee osteoarthritis (OA) due to the presence of vital minerals such as Copper and Zinc. In order to enhance the nutritional significance of almonds and sesame seeds as both enhanced to reduce hunger and aid to weight loss because it was rich with fiber. Secondly, the combination of both ingredients was namely almonds and sesame seeds were rich with healthy fats that made this candy beneficial for heart health. In future this Sesalmo Milk Candy had been demanded among the consumers due to its taste, flavour and nutritional quality.

Good For Heart Health
To Cure Knee Osteoarthritis
Helps To Aid Weight Loss
Good For Bone Health
To Reduce Hunger

REDUCE HUNGER





Our students actively participated in World Food day held at University of Karachi on 26th October 2021 and displayed their projects and products.

INTERESTING FACT ABOUT FOOD:

HONEY IS REGURGITATED BY BEES!!

Honey is basically bee vomit. Some bees are "forager" bees, which collect nectar from flowering plants. The foragers drink the nectar and keep it in their "honey stomach." When the forager bee takes the nectar back to the hive, it regurgitates the nectar into the honey stomach of the "processor" bee near the entrance to the hive, which regurgitates it on the hive and allows it to ripen.

PARTICIPATION OF JUW STUDENTS IN WORLD FOOD DAY HELD AT UOK

Better production, better nutrition, a better environment and a better life!!

World Food Day is celebrated by more than 150 countries worldwide since it marks the day when the Food and Agriculture Organization of the United Nations (FAO) was founded. The future of food is in our hands. With this in mind it should be understandable to all that an agri-food system is a complex term that may seem far from your reality, but do you know our lives depend on them? Every time you eat, you participate in the system. The food we choose and the way we produce, prepare, cook and store it make us an integral and active part of the way in which an agri-food system works.

one in which a variety of sufficient, nutritious and safe foods is available at an affordable price to everyone, and nobody is hungry or suffers from any form of malnutrition. The shelves are stocked at the local market or food store, but less food is wasted and the food supply chain is more resilient to shocks such as extreme weather, price spikes or pandemics, all while limiting, rather than worsening, environmental degradation or climate change. In fact, sustainable agri-food systems deliver food security and nutrition for all, without compromising the economic, social and environmental bases, for generations to come. They lead to better production, better nutrition, a better environment and a better life for all.

A sustainable agri-food system is



UPCOMING EVENTS: 2022

- ◆ INTERNATIONAL CONFERENCE ON BIOLOGICAL RESEARCH AND APPLIED SCIENCE 2021" (January 11-13, 2022)



PARTICIPATION IN NATIONAL ENTREPRENEURSHIP CHALLENGE 2021 AT IQRA UNIVERSITY

This competition will provide a single platform where participants can share their BIG IDEA in front of the jury members. An opportunity to revive their entrepreneurial skills and motivation to offer a viable business.

1. Foster an entrepreneurship mindset
2. Enhance entrepreneurial spirit
3. Inculcate the importance of entrepreneurship

Students from the dept. of Food Science & Technology participated and present their projects in National Entrepreneurship challenge 2021 AT IQRA UNIVERSITY on 29th & 30th October, 2021.



*Department of Food Science &
Technology – Jinnah University
for Women*

